

# BEST AVAILABLE COPY

Application No. 09/723,228  
Response to 12 October 2004 Non-Final Office Action

## AMENDMENTS TO THE CLAIMS

A detailed listing of all claims that are, or were, in the present application, irrespective of whether the claim(s) remains under examination in the application are presented below. The claims are presented in ascending order and each includes one status identifier. Those claims not cancelled or withdrawn but amended by the current amendment utilize the following notations for amendment: 1) deleted matter is shown by strikethrough for six or more characters and double brackets for five or less characters; and 2) added matter is shown by underlining.

1. (Currently Amended) A method of selling a right of indicating an advertisement on an article associated with a contestant participating in a contest through a computer network, wherein the contest is to be broadcast through the computer network, the method comprising:

transmitting to a terminal computer of a potential buyer an indicator of advertising effectiveness for the contestant, where the indicator represents at least one of the following characteristics: achievements, popularity, ability, talent, audience rating, and sales amount of the contestant;

displaying a page for designating a display position and a display size of the advertisement on the article on the terminal computer of the potential buyer;

~~displaying an image that shows the display position and the display size of the advertisement designated by the potential buyer on the terminal computer;~~

determining a selling price for the right in accordance with a predetermined mathematical expression using numerical parameters including ~~the designated display position, the~~

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~~designated display size~~ the display position and the display size of the advertisement

~~designated by the potential buyer,~~ and the indicator; and

~~transmitting the selling price to the terminal computer via the computer network~~

displaying an image that shows the display position and the display size of the

advertisement designated by the potential buyer and the selling price on the terminal

computer of the potential buyer.

2. (Original) The method according to claim 1, wherein a potential buyer transmits a proposed price for the right through the associated terminal.
3. (Original) The method according to claim 2, further comprising:
  - evaluating amounts proposed by buyers; and
  - determining a successful buyer based on the highest proposed amount.
- 4-5. (Canceled)
6. (Previously Presented) The method according to claim 1, further comprising transmitting data of a home page for selling the right through the computer network, the selling price being displayed on the home page.

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7. (Original) The method according to claim 6, wherein the step of selling the right is an auction, wherein buyers select a contestant, and the buyers transmit desired purchase prices from terminals to a server.
8. (Original) The method according to claim 6, wherein the home page displays a field for selecting the contestant, a field for displaying a display size and a display position of the advertisement, a calculation button for instructing the server to calculate the advertising rate, and a price display field for displaying as result of the calculation.
9. (Canceled)
10. (Previously Presented) The method according to claim 1, wherein the selling price increases as the audience rating increases.
11. (Previously Presented) The method according to claim 1, wherein the game is broadcast through the internet, and the audience rating is determined from the number of accesses to a home page on which the game is broadcast.
12. (Previously Presented) The method according to claim 11, further comprising holding the match in a theme park.

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13. (Original) The method according to claim 12, wherein the parameter represents at least a sales amount indicating the total sales of goods sold in the theme park associated with the contestant, and the selling price increases as the sales amount increases.

14-15. (Canceled)

16. (Previously Presented) The method according to claim 1, wherein the article has a plurality of areas for displaying advertisements.

17. (Previously Presented) The method according to claim 16, wherein the article includes at least one of clothing worn by the player during the contest, and a flag associated with the contestant.

18. (Previously Presented) The method according to claim 17, further comprising:  
receiving a selection from the potential buyer of the article; and  
displaying an image of the selected article on a screen of the terminal computer of the potential buyer.

19-20. (Canceled)

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21. (Previously Presented) The method according to claim 1, wherein the numerical parameter includes a ranking coefficient for the contestant, wherein the selling price increases higher as the ranking coefficient increases.
22. (Previously Presented) The method according to claim 1, wherein the selling price increases as the achievements increases.
23. (Previously Presented) The method according to claim 1, wherein the selling price increases as the popularity parameter increases.
24. (Previously Presented) The method according to claim 1, wherein the contest is a contest of sumo, kenjutsu, igo, shogi, chess, science, culture or intellect.
25. (Previously Presented) The method according to claim 1, wherein the contestant includes an individual, a team, and a work object.
26. (Previously Presented) The method according to claim 1, wherein the numerical parameters further include a broadcasting frequency, a broadcasting time and a zoom ratio of the advertisement.
27. (Previously Presented) The method according to claim 1, further comprising distributing profits obtained by selling the right between a contest management company and the player.

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28. (Canceled)

29. (Currently Amended) A server computer for selling a right of indicating an advertisement on an article associated with a contestant participating in a contest through a computer network, wherein the server computer is operable to

transmit to a terminal computer of a potential buyer an indicator of advertising effectiveness for the contestant, the indicator representing at least one of the following characteristics: achievements, popularity, ability, talent, audience rating and sales amount of the contestant;

display a page for designating a display position and a display size of the advertisement on the article on the terminal computer of the potential buyer;

~~display an image that shows the display position and the display size of the advertisement designated by the potential buyer on the terminal computer;~~

determine a selling price for the right in accordance with a predetermined mathematical expression using numerical parameters including ~~the designated position, the designated size~~ the display position and the display size of the advertisement designated by the potential buyer, and the indicator; and

~~transmit the selling price to the terminal computer via the computer network~~  
displaying an image that shows the display position and the display size of the advertisement designated by the potential buyer and the selling price on the terminal computer of the potential buyer.

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30. (Previously Presented) The server computer according to claim 29, further operable to:
- broadcast a match in which the contestant participates through the network;
  - evaluate desired purchase prices proposed by a plurality of buyers; and
  - select a buyer that proposed the highest amount.
31. (Canceled)
32. (Previously Presented) The method according to claim 1, further comprising:
- the potential buyer operating the terminal computer to change the display position and the display size of the advertisement, if the potential buyer disagrees the selling price;
  - re-determining the selling price using the numerical parameters including the changed display position, the changed display size, and the indicator; and
  - transmitting the re-determined selling price to the terminal computer via the computer network.
33. (Previously Presented) The method according to claim 32, wherein the step of operating the terminal computer to change the display position and the display size of the advertisement includes moving the image of the advertisement displayed on the terminal computer through manipulation with a mouse device.